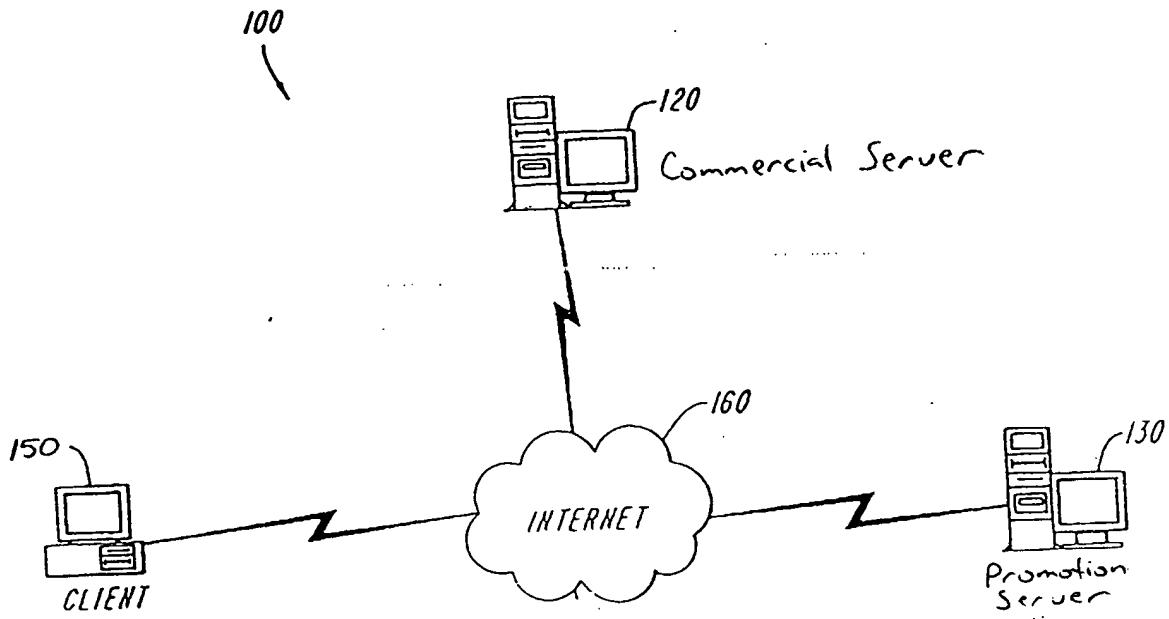


jc520 U.S. PTO  
09/595677  
  
06/19/00



*FIG. I*

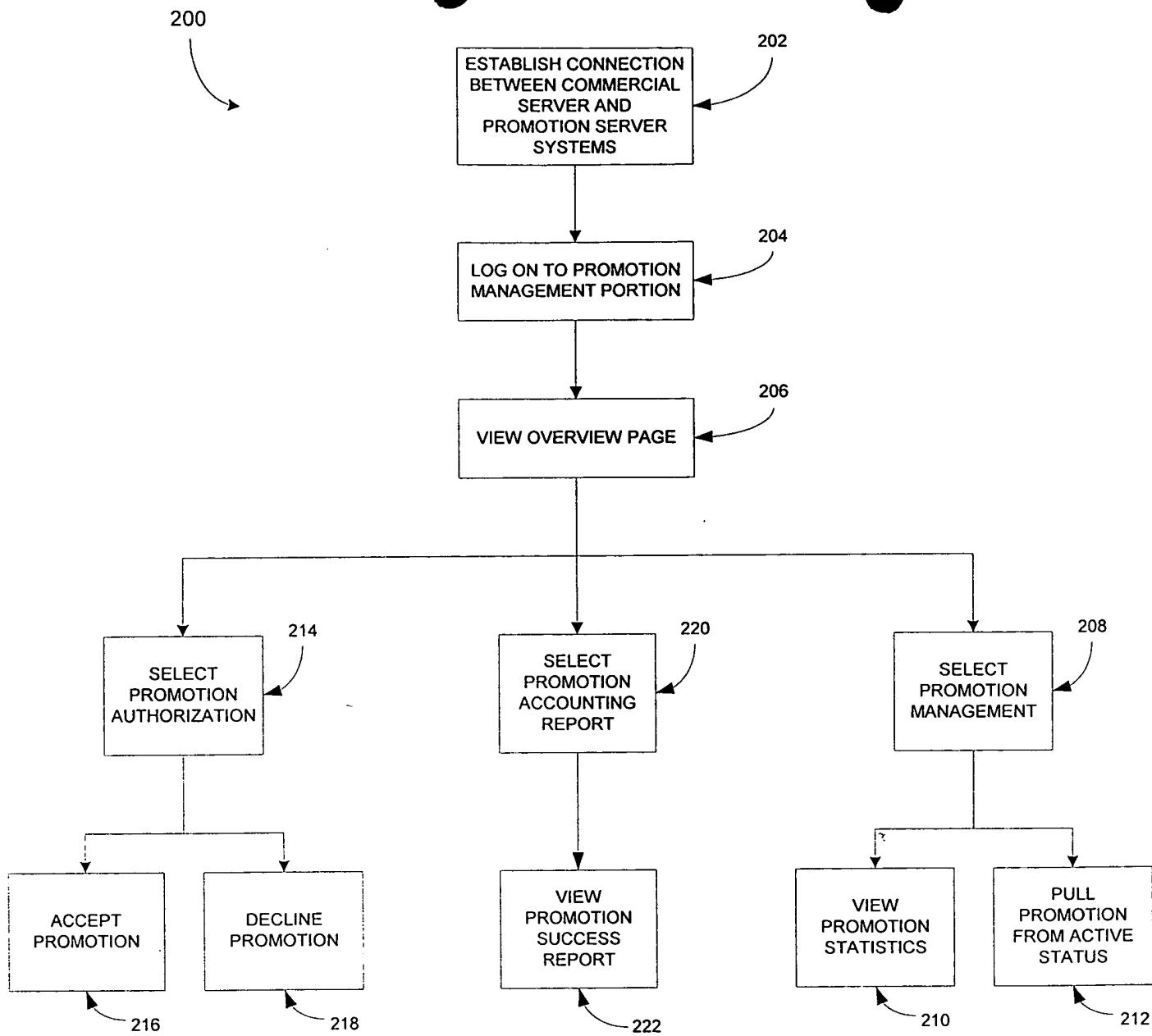


FIG. 2



## Partner Resource Center

Virtual Promotions. Real Results.<sup>SM</sup>

[Home](#) [Promotions](#) [Reports](#)  
[My OneClip](#)

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Demo User - Demo Retailer  
[Log Off](#)

### Summary

Active Promotions = 2

Starting this Month = 0

Ending this Month = 1

### Quick Links

[Manage Promotions](#)

[Authorize Promotions](#)

[Accounting Report](#)

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## My Oneclip

(Customize)

### Top Promotions (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6192	Get 1 Demo Product1 free.	83.5%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6	<a href="#">stats</a>

### Least Productive (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	83.5	<a href="#">stats</a>

### Top Promotions (redeemed)

ID	Title	Redeemed	Action
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>

### Least Productive (redeemed)

ID	Title	Redeemed	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>

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Fig. 3

252

**Partner Resource Center**

Virtual Promotions. Real Results.<sup>SM</sup>

Demo User - Demo Retailer  
[Log Off](#)

**Manage**

254 → Creation Date  255 → Promotion Status  258 → View as  260 → Site: Demo Site

262 → Title

Promotion ID	Title	Site	Start	Stop	Status	Actions
6091	Buy 1 Demo Cola get US\$0.20 off.	Demo Site	03-15-2000	04-19-2000	Active	<u>Stats</u> , <u>Pull</u> 268 270
6094	Buy 1 Demo Product1 get US\$0.10 off.	Demo Site	04-01-2000	05-31-2000	Inactive	<u>Stats</u>
6192	Get 1 Demo Product1 free.	Demo Site	03-27-2000	05-31-2000	Active	<u>Stats</u> , <u>Pull</u>

Fig. 4



[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

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Demo User - Demo Retailer  
[Log Off](#)

## View Stats

Buy 1 Demo Cola get US\$0.20 off. Site: Demo Site



ID 6091	Start 03-15-2000	Stop 04-19-2000	Rule Buy 1, get US\$ 0.20 discount.
Issued 10,000	Viewed 30,829	Clicked 15,635	Redeemed 10,074
Clicked / Viewed 50.72%		Redeemed / Viewed 32.68%	Redeemed / Clicked 64.43%
Purchases / Viewed \$1.03		Purchases / Clicked \$2.04	Purchases / Redeemed \$3.16

### Promotion's List

276 → Buy 1 Demo Cola get US\$0.20 off. (6091)

### Data Ranges

278 → Promotion's Life

Redraw

### Graph Type

Counters

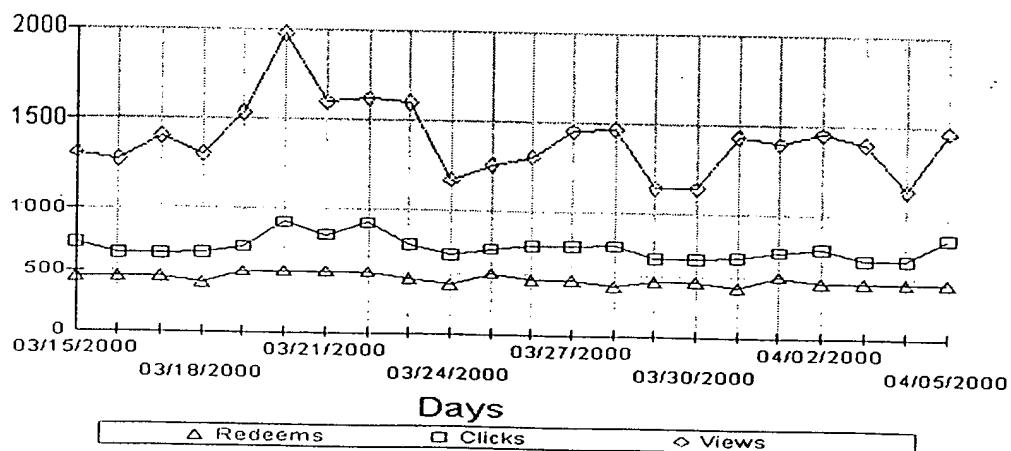
Values

### Graph Data

- Views
- Clicks
- Redeems
- Purchases
- Saves

Fig. 5

Promotions Redeemed from March 15, 2000 to April 5, 2000



<< Back to Home

Partner Resource CenterVirtual Promotions. Real Results.<sup>SM</sup>

<a href="#">Home</a>	<a href="#">Promotions</a>	<a href="#">Reports</a>
<a href="#">Manage</a>	<a href="#">Authorize</a>	

Demo User - Demo Retailer  
[Log Off](#)

## Pull Promotion

**Buy 1 Demo Cola get US\$0.20 off.**

284

2

Offer: Buy 1, get US\$ 0.20 discount.

Start Date: 3/15/00

End Date: 4/19/00

Qty. Issued: 10000

Qty. Redeemed: 0

286 →

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Fig. 6



Partner Resource Center

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[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

 Demo User - Demo Retailer  
[Log Off](#)

 ↙  
 290

 ↙  
 292

## Authorize

Creation Date	Start Date	End Date	Promotion Status	View as	<a href="#">Refresh</a>
All Dates <input checked="" type="checkbox"/>	All Dates <input checked="" type="checkbox"/>	All Dates <input checked="" type="checkbox"/>	New <input checked="" type="checkbox"/>	Text <input checked="" type="checkbox"/>	<input type="checkbox"/>

 ↙  
 296 → Site: Demo Site

 ↗  
 294 Title Contains 




Promotion ID	Title	Site	Start	Stop	Actions
5331	Sign up for America Online and get \$15 off.	Demo Site	02-01-2000	05-31-2000	<a href="#">Accept</a> , <a href="#">Decline</a>
6092	Buy 3 Demo-Cola get 1 free.	Demo Site	05-16-2000	06-21-2000	<a href="#">Accept</a> , <a href="#">Decline</a>
6099	buy 2 get 2 free	Demo Site	05-04-2000	05-31-2000	<a href="#">Accept</a> , <a href="#">Decline</a>

 ↗  
 300

 ↗  
 298 →

 ↗  
 302

Fig. 7



Partner Resource Center

Virtual Promotions. Real Results.<sup>SM</sup>

**Home** **Promotions** **Reports**  
**Manage** **Authorize**

304  
KDemo User - Demo Retailer  
[Log Off](#)

## Accept Promotion



Buy 3 Demo-Cola get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

Rule label: Buy 3 and get 1 free.

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	

Get			
UPCDEMO1	Demo Brand	Demo Product1	

306 →  

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Fig. 8

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[Manage](#) [Authorize](#)308  
eDemo User - Demo Retailer  
[Log Off](#)

## Decline Promotion

**Title:** Buy 3 Demo-Cola get 1 free.**Offer:** Buy 3 and get 1 free.**Start Date:** 5/16/00**End Date:** 6/21/00**Qty. Issued:** 5000

UPC	Brand	Description	Retailer SKU
<b>Buy</b> UPCDEMO1	Demo Brand	Demo Product1	
<b>Get</b> UPCDEMO1	Demo Brand	Demo Product1	

3/0

[Decline](#) [Cancel](#)

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Fig 9



Partner Resource Center

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[Accounting](#) [Success](#)

320

3124

Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314

Date Range  
 All Dates

From:  To:

Site: Demo Site  
Report Type  
 Total Results Only

316

318A

	Promotion	Date	Redeemed	Amount
6091	Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
<b>Total</b>			10,074	<b>\$ 2,014.80</b>

Fig. 10A



Partner Resource Center

Virtual Promotions. Real Results.<sup>SM</sup>
[Home](#) [Promotions](#) [Reports](#)  
[Accounting](#) [Success](#)

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[Demo User - Demo Retailer](#)  
[Log Off](#)

## Accounting Report

314 →

Date Range  
 All Dates

From:  To:

Site: Demo Site 316

Report Type  
 Results by Day

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.	Mar-15-2000	454	\$ 90.80
	Mar-16-2000	454	90.80
	Mar-17-2000	454	90.80
	Mar-18-2000	408	81.60
	Mar-19-2000	499	99.80
	Mar-20-2000	499	99.80
	Mar-21-2000	499	99.80
	Mar-22-2000	499	99.80
	Mar-23-2000	454	90.80
	Mar-24-2000	408	81.60
	Mar-25-2000	499	99.80
	Mar-26-2000	454	90.80
	Mar-27-2000	454	90.80
	Mar-28-2000	408	81.60
	Mar-29-2000	454	90.80
	Mar-30-2000	454	90.80
	Mar-31-2000	408	81.60
	Apr-1-2000	499	99.80
	Apr-2-2000	454	90.80
	Apr-3-2000	454	90.80
	Apr-4-2000	454	90.80
	Apr-5-2000	454	90.80

Total of: Buy 1 Demo Cola get US\$0.20 off. 10,074 \$ 2,014.80

Total 10,074 \$ 2,014.80

Fig. 10B



Partner Resource Center

Virtual Promotions. Real Results.<sup>SM</sup>

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[Home](#) [Promotions](#) [Reports](#)  
[Accounting](#) [Success](#)
[Demo User - Demo Retailer](#)  
[Log Off](#)

## Success

324

<input checked="" type="radio"/> BEGIN Date Range	<input checked="" type="radio"/> END Date Range	Promotion Status:	<input checked="" type="checkbox"/>
<input checked="" type="radio"/> All Dates <input checked="" type="checkbox"/>	<input checked="" type="radio"/> All Dates <input checked="" type="checkbox"/>	Any Status <input checked="" type="checkbox"/>	<input type="button" value="Refresh"/>
From:	From:	Success Measure:	328
<input checked="" type="radio"/> <input type="text"/>	<input checked="" type="radio"/> <input type="text"/>	<input checked="" type="checkbox"/> Redeemed/Issued <input checked="" type="checkbox"/>	326
To:	To:	<input checked="" type="checkbox"/> Promotion ID <input type="text"/> Contains <input checked="" type="checkbox"/>	330
<input type="button" value="Search"/>			

ID	Title	Begin	End	Redeemed/Issued <input checked="" type="checkbox"/>
6192	Get 1 Demo Product1 free.	04-27-2000	05-31-2000	83.5%
6094	Buy 1 Demo Product1 get US\$0.10 off.	04-01-2000	05-31-2000	65.4%
6091	Buy 1 Demo Cola get US\$0.20 off.	03-15-2000	04-19-2000	42.6%

Fig. II